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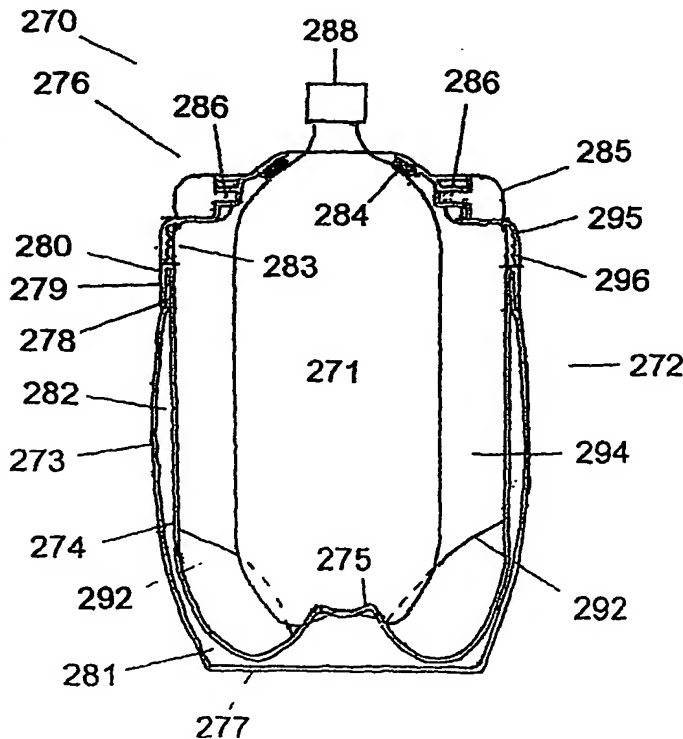
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(54) Title: BOTTLE COOLERS AND METHOD OF PROMOTING BOTTLED BEVERAGES



(57) **Abstract:** The present invention relates to bottle coolers and a method of promoting bottled beverage products by promoting bottle coolers made specifically for that bottled beverage product. The bottle cooler preferably comprises a container for containing ice that is adapted to have the beverage bottle positioned substantially therein, wherein regular ice cubes from standard ice dispensers can be stored and sealed within the space between the bottle and container, to help keep the beverage inside cool. The space is preferably substantially sealed by a cap which is adapted with an opening and a sealing member that extends over the neck of the bottle, wherein the bottle can be held in between the sealing member and one or more supporting surfaces extending substantially underneath the bottle. Other embodiments that fit particular bottles using refrigerants are contemplated.